ACTION ITEM #2
Naming of the College of Business
(Elson S. Floyd)

TO ALL MEMBERS OF THE BOARD OF REGENTS

SUBJECT: Naming of the College of Business

PROPOSED: That the WSU Board of Regents approve the Naming of the College of Business to the Carson College of Business.

SUBMITTED BY: Elson S. Floyd, President

SUPPORTING INFORMATION: For decades, universities have been naming colleges for individuals who have made an indelible mark on the school or transformed their industries. It is a practice that not only recognizes the individuals being honored, but also helps to bring considerable prestige to the college, its faculty, and its research and teaching activities. The naming of a college often involves a significant commitment on behalf of the individual being honored, either financial or otherwise. It should reflect the college’s values as well as those of its university.

Scott and Linda Carson have been remarkable supporters of the College of Business and for WSU for many years. Their contributions are significant and go well beyond their cumulative donations. As advocates, volunteer leaders, and donors, their engagement with WSU has influenced countless others to also lend their support to the University in general, and to the College of Business.

Scott Carson (’72, Bus. Admin.), enjoyed a long and successful career with The Boeing Company. He retired as Executive Vice President of Boeing, and President and CEO of Boeing Commercial Airplanes, where he had responsibility for the company’s commercial airplanes programs and related services, which in 2008 generated revenues of more than $28.2 billion. He is now in his second term as a Regent of WSU and also serves as the Chair of the $1 billion Campaign for Washington State University.
Scott serves on the WSU Foundation’s Board of Governors, is past Chair of the WSU College of Business and Economics National Board of Advisors, and served on the Advisory Board for the College of Engineering and Architecture. He and Linda have made several significant gifts to benefit Washington State University, with most contributions supporting programs in the College of Business, such as the Carson Center for Student Success, the Carson International Business Scholars Fund, and the Boeing/Scott and Linda Carson Endowed Chair in Marketing.

ATTACHMENTS:  Memo from President Floyd to Colleges
               Photo Carson College of Business
TO: College of Business and College of Engineering and Architecture Faculty and Staff

FROM: Elson S. Floyd, Ph.D.
President

DATE: May 7, 2014

SUBJECT: Naming of the WSU College of Business and the College of Engineering and Architecture

For decades, universities have been naming colleges for individuals who have made an indelible mark on the school or transformed their industries. It is a practice that not only recognizes the individuals being honored, but also helps to bring considerable prestige to the college, its faculty, and its research and teaching activities. The naming of a college often involves a significant commitment on behalf of the individual being honored, either financial or otherwise. It should reflect the college’s values as well as those of its university.

For a case in point, one only needs to look to WSU alumnus Edward R. Murrow’s lasting legacy of integrity and innovation in broadcast journalism. Nearly 70 years later, his pioneering example continues to be the benchmark by which the journalism industry is measured today. Naming WSU’s College of Communication to honor Murrow was much more than a tribute to an alumnus’ revolutionary career. It was a signal to the world that WSU is a champion of the Murrow legacy and brand.

To date, only the Edward R. Murrow College of Communication is a named college at WSU, but we have other colleges and programs that can benefit from the prestige and increased visibility that naming a college can provide.

It is with this in mind, I will recommend the renaming of two of WSU’s most prominent colleges to the Board of Regents. The Regents will consider my recommendation at the next meeting scheduled for May 9, 2014. Subject to Regents’ approval, the College of Business will be renamed the Carson College of Business, and the College of Engineering and Architecture will become the Voiland College of Engineering and Architecture. Each proposed name honors a lifetime of contributions that Scott and Linda Carson and Gene and Linda Voiland have made to these colleges and to their respective industries.
Scott Carson and Gene Voiland and their families have been remarkable supporters for their respective colleges and for WSU over the years. Their contributions are significant and go well beyond their cumulative donations. As advocates, volunteer leaders, and donors, their engagement with WSU has influenced countless others to also lend their support to the University in general, and to the College of Business and the College of Engineering and Architecture in particular. Further, as WSU alumni, few have gone on to achieve so much in their respective careers after earning their degrees here. They are each wonderful examples for where a Coug's aspirations might lead—and where one might go—with a WSU education.

Scott Carson ('72, Bus. Admin.), enjoyed a long and successful career with The Boeing Company. He retired as Executive Vice President of Boeing, and President and CEO of Boeing Commercial Airplanes, where he had responsibility for the company's commercial airplanes programs and related services, which in 2008 generated revenues of more than $28.2 billion. He is now in his second term as a Regent of WSU and also serves as the Chair of the $1 billion Campaign for Washington State University.

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Gene Voiland received a BS in chemical engineering from WSU in 1969. He worked for Shell Oil Company for nearly 30 years in a variety of positions. There, he met his wife, Linda, a graduate of the University of Houston (she is now an Adopted Coug). He later became President and CEO of CalResources LLC and Aera Energy LLC, a subsidiary of Royal Dutch Shell and ExxonMobil. He retired in 2008, and now serves as principal of Voiland Enterprises, LLC, is Chair of the Board of Valley Republic Bank in Bakersfield, California, and continues to be a sought-after consultant to the oil industry.

Gene and Linda Voiland have been active supporters of WSU for many years. Gene led the Investment Committee for the WSU Foundation and is a member of the Foundation's Board of Governors. He also serves on advisory boards for both the College of Engineering and Architecture and the School of Chemical Engineering and Bioengineering. He received the Chemical Engineering Alumni Achievement Award in 1991, the WSU Alumni Achievement Award in 1999, and the WSU Foundation Outstanding Service Award in 2000. In 2008, the Voilands made a $17.5 million commitment to transform the School of Chemical Engineering and Bioengineering
into one of the nation’s best programs and to attract top faculty. The school was subsequently named in their honor.

By naming these colleges to honor the Carsons and the Voilands, it is my aim to elevate the prestige of WSU’s business, engineering and architecture programs amongst our peer institutions to help us continue to attract and retain the best and brightest faculty and students possible. It will also help us shine a brighter light on the remarkable teaching and research activities being led by the talented faculty within these colleges each and every day.

I am proud to advance these recommendations to the Board of Regents.

cc:  Chair, Connie Niva  
     Provost Dan Bernardo  
     Dean Eric Spangenberg  
     Interim Dean David Whidbee  
     Dean Candis Claiborn  
     Faculty Senate Chair, Robert Rosenman